

Waggoner receives mathematics award

Murphy Waggoner, associate professor of mathematics, recently received the state teaching award by the Iowa section of the Mathematical Association of America.

Waggoner, who has taught at Simpson since 1992, was recognized at this year's section meeting held at Central College in Pella on Saturday, April 17.

The award, which is greatly esteemed in academic mathematics, qualifies Waggoner for the national award with the Mathematical Association of America, to be announced at a later date.

Rick Spellerberg, professor of mathematics and chair of the mathematics department, nominated Waggoner for the award based on her exceptional qualities as a math professor and her exemplary track-record at Simpson.

"Since arriving at Simpson, Murphy has been instrumental in shaping the goals and vision of the mathematics department," writes Spellerberg.

He goes on to write that Waggoner's continuous assessment of her teaching style in an effort to find a philosophy on



Waggoner receives her award from the Mathematical Association of America at a ceremony on April 17.

teaching that best helps her students learn and develop as mathematicians, has led to a "marked improvement in the mathematicians the department now produces every year."

Spellerberg writes that Waggoner's commitment to bringing and keeping technology in the classroom is another reason he nominated her for the award. He also cites her role as a facilitator in the learning process rather than lecturer as well as her work recruiting, sponsoring and preparing student teams to compete in the International Mathematical Contest in Modeling as being instrumental to the students' success.

"The fruits of Murphy's labor have become quite evident the past few years," writes Spellerberg. "The student mathematicians the department are producing are reaching new heights in terms of their production and self-confidence."

Waggoner earned her BS in mathematics from Arkansas Tech University and her MS in mathematics as well as her Ed.D. in mathematics both from Oklahoma State University. She will be eligible for promotion to full professor in the 2004-2005 academic year.

LaGree appoints Web Advisory Committee

President Kevin LaGree has appointed a new Web Advisory Committee to be chaired by Missy DeYoung, web architect.

The Web Advisory Committee, made up of nine individuals from across campus, will work to increase the Simpson community's involvement and investment in the college's web presence. Committee members will also collaborate to ensure the college web presence accurately reflects the mission, vision and strategic needs of the institution as a whole.

DeYoung; Michael Adams, public relations/marketing; Kara May, admissions; Cyd Dyer, library; Jennifer Nostrala, theatre; Nick Proctor, history; Rich Ramos, student development and Lana Smith, athletics, make up the Web Advisory Committee.

According to a memo from the president's office, responsibilities of the committee include acting in an advisory capacity in all areas of the web including, mission, vision and strategic planning;

recommending to the president's cabinet policies and standards for the development and use of the college's web presence; establishing and overseeing subcommittees (as necessary) on web-specific topics such as usability and accessibility, design and user-testing and new technologies; recommending budget and resource priorities and allocation; communicating and enforcing policies and standards and assessing whether the college is meeting its web mission and goals.



Adams

Marketing and the two biggest lies—A heartwarming story of...

by Michael Adams, public relations/marketing director

“Please allow me to introduce myself...” goes the beginning of The Rolling Stones’ “Sympathy for the Devil,” “I’m a man of wealth and taste...” Great song. It’s about the devil, though, so it could be a bit iffy as a springboard to a discussion about marketing and public relations.

Or how about the old joke: What are the two great lies? Answer: Your check’s in the mail. And, I’m your marketing consultant and I’m here to help you.”

Whatever.

Yet that’s what I’m about today—introductions. Not just me, but the department for which I work and how we’ve changed and how we can offer a fuller service to our campus clients.

So let’s put aside The Stones and dorky attempts at humor for the time being and see if I can share something of value.

We’ve integrated marketing and public relations. During the past couple of years we’ve gone through a transitional period and have emerged with a better approach to publications and communication projects.

It’s a more collaborative approach, and at its core is the planning meeting, a time when all interested parties—clients, writers, photographers, researchers, art directors and marketing consultants—get together to discuss how best to achieve the desired results and represent Simpson well.

We published a little booklet a few years back, “The Publications Handbook,” but I’m pretty confident that very few people have actually read it.

In it there’s a very officious detailing of how various departments should approach the publications process. It’s pure policy, and as such, is so often—how to put this, delicately—it is so often relegated to some dusty storeroom in our memories. Like that last scene in “Raiders of the Lost Ark.” It’s not like it’s about health insurance.

Instead, maybe this short message might shed some light on a process that all the publications handbooks on campus have failed to do.

Let’s say you need a brochure, and to that end, you’ve drafted some copy, pasted a couple of photos from the web site on the front, and used a template from desktop publishing to design a brochure which you can then print at the copy center and send out to your mailing list.

It’s a good start. Policy (there’s that word) states the p.r. and marketing office get involved when the proposed piece is intended for an external audience, such as parents, prospective students, the general public. But try not to think of it as something you have to do. Think “collaboration” and “teamwork.”

We have done so many publications, that we know what to look for. Is the Simpson logo in the right font? Is the contact information correct? Are the photos reproducible? Will the ink coverage futz with the Smart Mailer? Is it okay to end a sentence with a preposition?

But then there are the subtleties. Will this photo offend certain constituencies? Is this written for the proper audience? Do we have to get someone’s permission to use the photo? Is justified type more readable than ragged right?

That’s why we strongly believe that

an initial meeting where everyone gets together and talk about the design, marketing and public relations implications of a project. I think you’d be surprised at how effective this planning meeting can be.

Or let’s say you’d like to attract a good audience to a Forum event you’ve organized. Recently, we helped attract 200-plus people to the Jazz Band’s Nostalgia Dance, and we contributed to filling Camp Lounge to hear Tanya Brown speak about domestic violence.

In both cases we sat down with organizers and drafted a plan for publicizing the events. Sometimes that “magic bullet” press release works: someone reads about an event and immediately picks up a pencil and makes a note in his or her calendar. More likely, however, someone sees a poster, reads a press release, receives an e-mail, gets an invitation and notices an ad in *The Datebook*, before a decision to attend is made.

All these issues can be discussed at a planning meeting, from which a publicity plan will emerge.

So let me leave you with this suggestion: prior to your next publication or event, call Carole Schipper in the public relations and marketing office and mention you would like to have a planning meeting with the staff. I think you’ll find the process very beneficial.

College receives 'tentative' NEA grant to preserve Berry Collection

Simpson has received notification of a "tentative award" from the National Endowment for the Arts in the form of a grant totaling \$10,000.

David Richmond, professor of art; Cyd Dyer, director of Dunn Library and Michael Adams, director of public relations/marketing, worked collaboratively in writing and preparing the grant application. Carmen Bratz, coordinator of institutional grant support, facilitated the application. The grant, titled "The Berry Collection Preservation Project," will be the first NEA grant the college has received.

In July 1997, Simpson received a collection of 4,000 photographic negatives that have significant historic and academic value. The College knows these items as the Berry Collection.

According to the grant application, the collection is in good condition but at the same time, in serious danger of deterioration. Among the collection are nitrate-based negatives, which have the potential to ignite or cause a devastating explosion. Those need to be removed from the collection and discarded.

Funding from the NEA was sought "to purchase archival storage materials, computer equipment to create an index to increase accessibility, photographic materials to develop prints, funds to provide staffing to coordinate the collection and support for distributing the resulting exhibition and printed material to a statewide Iowa audience."

At the time the grant was written, the collection was stored in the college archives in non-archival circumstances. With the award from the NEA, the collection will now be moved to a more suitable/protected environment.

In summary the grant application states, "Simpson College will preserve, index and exhibit a collection of photographic negatives and prints of early and mid-20th century rural Warren County, Iowa taken by Don Berry. Researchers, students and others interested in early 20th century rural Iowa will find the material extremely valuable. Simpson plans to share its collection with Iowa-based organizations to increase understanding of historic small town Iowa."

The grant application adds that performance will be measured as follows: the college will perform an item-by-item assessment and archival storage of the 4,000-negative collection; produce a computerized catalogue index and (exhibit) offering an overview of the collection; and respond to requests from Iowans for exhibit of the collection.

In addition, 5000 institutions and individuals throughout the state will receive information about the exhibit, resulting in 10 scheduled showings during the project.

Richmond says those involved are very excited to receive funding and he was pleased with the teamwork that went into the grant application process.

"It was a nice example of a lot of people coming together, realizing a need and coming up with a solution," shares Richmond. Adding, "Working together to achieve this grant [was important] so that we can really solve the problem and start this thing in motion."

NEW FACES



Gocken

Kurt Gocken has joined the information services department as PC and Network Technician. Gocken was previously employed by Teksystems, where he was contracted to Farm Bureau as a lead deployment technician.



Goodale

Chris Goodale, '86, has been hired as associate vice president/director of development. Prior to his hire at Simpson, Goodale served as director of development for the College of Public Health and for eight departments and three programs at the Carver College of Medicine at the University of Iowa through the University of Iowa Foundation.

FACULTY FOOTNOTES

Professor of Music, **Ron Albrecht's** composition titled "Masada," for saxophone and piano, was a featured new work at the North American Saxophone Alliance Biennial Conference in Greensboro, NC at the end of April. Albrecht and **Michael Duke**, instructor of music, performed the work at the conference. "Masada" was also accepted to be performed at the spring concert of the Iowa Composers Forum held on the Coe College campus in late April.

Jim Bohy, assistant professor of computer science, recently attended the SIGCSE Technical Symposium in Norfolk, VA from March 3-7. He presented two papers at the Midwest Instruction and Computing Symposium (MICS in Morris, MN on April 16 and 17 and is taking a team of three students to compete in the MICS programming contest.

Michael Duke, instructor of music, judged at the 33rd Annual Hoover Jazz Festival in Des Moines on March 6.

THE CORNERSTONE

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Mark Freyberg, associate professor of sociology, and Kristina Brannen, a senior sociology major, prepared two reports for the Knoxville Police Department (KPD) Strategic Surveys. Begun in November 2003, the study included a quantitative survey of Knoxville residents and a qualitative, internal survey of KPD employees. The two projects together generated 374 responses and 25 pages of interpretation. Freyberg and Brannen consulted on both projects, analyzed the data and authored the reports. Completion of the project on time was made possible by extremely fast and accurate work by Kathy Witzenburg, (Wallace Hall) and Toni Rath (Copy Center).

Jennifer Hedda, assistant professor of history, recently presented a paper called "The Quest for a Christian Politics" at the Missouri Valley Historical Conference in Omaha. The panel concerned the relation of Christianity to revolution in the modern period.

Mark Juffernbruch, assistant professor of accounting, attended the Phi Beta Lambda Business Leaders Conference and Competition in Waverly on March 12-13. Eight students participated in various competitions and six of the students earned an invitation to compete at the National Conference in Denver this summer.

Nicolas Proctor, assistant professor of history, accompanied the student leaders of LGBTQA to the Midwest Bisexual Lesbian Gay Transgender Alliance College Conference in Ames. Proctor also presented a paper, "Dee Brown's Philosophy of History," at the University of Illinois Urbana-Champaign hosted symposium, "Dee Brown and Media

Depictions of Native Americans." **Lydia Sinapova**, assistant professor of computer science, presented a paper titled, "Creative Problem Solving," at the Midwest Instruction and Computing Symposium, April 16-17, hosted by the University of Minnesota, Morris. At the same symposium, two of her students, Maya Hristakeva and Dipti Shrestha, presented their paper, "Solving the 0-1 Knapsack Problem with Genetic Algorithms."

Melvin Wilk, professor of English, was one of the poets reading at the Festival of Iowa Poets, sponsored by the Des Moines National Poetry Festival on Saturday, April 17 at Hoyt Sherman Place. A book sale and signing reception followed the readings. The reading was a reunion of sorts of 13 years of the Festival and the Iowa poets who have been featured in the past as part of the festival. Wilk also attended the annual Associated Writers Program Conference in Chicago, from March 24-27, and lined up two outstanding novelists for next year's Poets and Writers Series. One is Ruth Knafo Setton, author of "The Road to Fez," a love story based upon Setton's experience as a Moroccan Jew. The other is Larry Watson, author of the prize-winning novel, "Montana 1948," and "Justice," a novel that deals with the relationship between a Native American and a white community in Montana. Both Setton and Watson have agreed to come to read at Simpson and the scheduling is now underway.

On Feb. 24, **David Wolf**, instructor of English, visited a poetry writing class at Des Moines Area Community College in Ankeny to read and discuss his poetry.